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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

MIS1013 – INTERACTION STUDIES

(All sections / Groups)

05 MARCH 2018
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 pages including the cover page with 6 questions only.
2. Answer ANY **FOUR** questions. All questions carry equal marks and the distribution of the marks for each question is provided.
3. Please write all your answers in the Answer Booklet provided.

Instruction: Answer ANY FOUR(4) questions.

(40 marks)

Question 1

(a) Name and briefly explain the three types of Persona documentation used in IxD, UxD and UI design.

(9 marks)

(b) What is a “Persona” in Interaction Design?

(1 mark)

Question 2

(a) Describe *Interaction Design* as defined by the Interaction Design Association (IxDA).

(4 marks)

(b) The origins of interaction design is known to be based on three (3) basic human activities. Name and briefly describe them.

(6 marks)

Question 3

Below is an excerpt from Chapter Eight of Adobe’s *2017 Digital Trends* report, titled “Design-driven Transformation”. Explain and discuss its meaning.

“As the number of channels, devices and interactions continues to increase, the demands on organisations to design responses to these challenges will also continue to increase.”

(10 marks)

Question 4

List out the three (3) general types of Web App navigation styles and provide an example for each style respectively. Name the most common approach widely used by designers when developing graphical user-interfaces (GUI) and wireframes.

(10 marks)

Continued....

Question 5

- (a) List out the core members of an ideal UI/UX team. (5 marks)
- (b) Explain the use of Google Analytics in industry and practise. (5 marks)

Question 6

Explain the five (5) essential IxD principles and its purpose. (10 marks)

End of Paper